

LOUNGEWEAR HAS GIVEN GOOD OLD PYJAMAS A NEW LEASE OF LIFE, ZOE ESDEE GOES IN SEARCH OF THE PERFECT PAIR

Twenty-five years - that's the estimated accumulation of time a seventy-five year old will have spent in bed! What will you wear? Pyjamas? Nightshirt? Perhaps your birthday suit?

For a decade 'loungewear' has been a buzz word and boutique mail order businesses have sprung up to meet demand, yet still comparatively little attention has been given to nocturnal fashion styles. Nonetheless pyjamas, more than any other style of nightwear, are beginning to get increasing coverage. Pyjamas, perhaps because of the growth of loungewear as a product and 'lifestyle', are enjoying what now seems to be a twenty-first century renaissance. Established brands such as *Derek Rose* and *Bonsoir* have ticked over providing good quality pyjamas for years but more recently the likes of *Hush*, *Bodas* and the *Pyjama Room* have introduced loungewear ranges which include some mid-range and quality pyjamas. However it's the latest kid on the block, *PJ Pan*, that has really got heads turning in the fashion world with their collection of ladies pjs. The trick appears to be a return to stylish simplicity and I loved the entire collection.

There's a stunning range of twenty-one different fabrics in two main styles. Choose from their round collared sets featuring a slightly longer piped jacket or their elegantly youthful square collared style.

Five size options ensure a perfect fit and everything is made from the finest combed cotton. Each garment features its own intricately woven design - and to top it all the pyjamas are finished with vintage mother of pearl buttons.

Pyjama trousers are available separately, as are matching bed shorts. Better still the latter part of 2009 will see the introduction of more fabrics and the eagerly anticipated men's range.

I was torn between *PJ Pan's* vintage blue 'Book Worm' pyjamas and their pink striped 'Chick Flick' pair - eventually I went for both. But that's not all, my mum will be getting a pair of 'Duvet Day' for mothers' day... let's hope she doesn't read this! So I went in search of the perfect pair of pyjamas and I ended up with three pairs. A combination of attention to detail, quality of cotton, variety of collection, range of sizes and price puts *PJ Pan's* pyjamas streets ahead of the competition.



Book Worm Pyjamas £58
(CGA Offer Price £52.20)



Rainy Day Pyjamas £58
(CGA Offer Price £52.20)



**Breakfast in Bed
Pyjamas £65**
(CGA Offer
Price £58.50)



Girly Night In (shorts) £17
(CGA Offer Price £15.30)



Lazy Days (trousers) £28
(CGA Offer Price £25.20)

View the entire range at
www.pjpan.co.uk

The CGA has negotiated a 10% discount for members on all orders made prior to 1/6/2009. Call PJ Pan on **0845 658 8994** and mention CGA.

Chick Flick Pyjamas £58
(CGA Offer Price £52.20)